AMENDMENT TO THE SPECIFICATION

Please amend the paragraph on Page 3, lines 1-13, as follows:

also provides an automated method invention registering the new content provider provide, and provides for a new feed or channel of a known content provider to be registered manually and/or automatically. In an example embodiment, the portal includes a database for storing credentials of registered content providers. The portal then compares the credentials of the new content provider with the credentials of the registered content providers. If the new content provider is found in the database, the new content provider is allowed to offer new content to the If there is no match, the portal examines the credentials of the new content provider. This evaluation may be performed fully automatically by an intelligent with database. Alternatively program а rule additionally, the evaluation be done semimav automatically by an administrator who is a real person. Depending on the evaluation, the portal accepts or rejects the new content provider. A similar procedure may be performed for a new feed or channel of a known content provider.